

Abstract

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Title of diploma thesis: Advertising in Pharmacy

The theoretical part of this diploma thesis discusses the problematics of marketing, defines basic terms and specific characteristics of marketing in pharmacy. The next chapter defines basic terms related to the marketing of medicines, discusses its history and current legislation. The last chapter discusses the problematics of internet pharmacies and home delivery of pharmaceuticals. The practical part consists of three chapters. The first one analyzes the printed advertising materials commonly available in pharmacies with the aim to detect possible violation of current legislation. The second chapter analyzes the availability of loyalty programs in pharmacies in Hradec Králové and its terms and conditions. The third chapter analyzes web pages and online presentation of pharmacies in Hradec Králové as well as the availability of home delivery of pharmaceuticals in these pharmacies. According to results, in printed advertising materials of pharmacies the law is frequently being violated, loyalty programs are commonly available in most pharmacies and on the other hand home delivery of pharmaceuticals is not as commonly available as we thought.